

Date _____

Company Name _____ Contact Name _____

Phone _____ Phone _____

Fax _____ E-Mail _____

Please answer as many of the following questions as you can. Your complete response is very important in order to produce the finest results. A blank sheet is included with this form for your responses. Just print as many as you need or create your own document. Please contact GrooveMaster Graphics if you have any questions.

When you have completed the questionnaire please return it to. GrooveMaster Graphics
1017 N. Douglas Avenue
Arlington Heights, IL 60004

A: ABOUT YOUR ORGANIZATION

- A:1. What products or services do you sell/provide?
- A:2. Does your company have a niche in the marketplace? What is it?
- A:3. What benefit can your company provide customers that they can't obtain elsewhere?
(List key points that set you apart from competitors.)
- A:4. What does your company do best?
- A:5. In terms of philosophy, identity, marketing, advertising, would you say your company is conservative, progressive, formal, casual, edgy, out of the box thinkers, extreme, old school, new school, other?
- A:6. Do you wish to carry that identity through in this piece?
- A:7. What is your mission statement?
- A:8. Tell us about your vision for your company?

B: IDENTITY/PERCEPTION

- B:1. How is your company currently perceived?
- B:2. Do you wish to carry the same kind of message through this project?
- B:3. How does the company's existing graphic identity if any support management's vision?
- B:4. Is that identity distinct from the competition?
- B:5. Is the company's identity communicated consistently and cohesively?
- B:6. Is there a color scheme that your company currently uses as part of its identity?
- B:7. Do you plan to carry that scheme over in this project?
- B:8. Are you aware of the differences between 1, 2, 3 and 4 color process printing on a press? (Hint, 4 color process printing on a press is more expensive. But keep in mind that with modern full color digital processes, full color printing is more affordable than ever.)
- B:9. Are you willing to bear the printing costs for a piece that requires 4 color process printing? (On a press)
- B:10. If your target audience could come away with just one thought about your company after seeing your this piece, what would it be?
- B:11. Use three adjectives to describe how your audience should perceive your company after seeing this piece.
- B:12. Are these perceptions different than current image perception?
- B:13. What do you feel is the biggest challenge in getting this image across to customers?

C: PROJECT SPECIFICS

- C:1. What has motivated your company to commission this piece?
- C:2. Describe the target audience you wish to reach with this piece? Is it different than your current target?
- C:3. How will this piece be distributed? Mail, handout, internet, other?
- C:4. If this will be a printed piece, how many do you plan to print? For what period of time do you foresee reprinting and distributing the piece. In what area do you plan to distribute the piece? (For example, I plan to distribute 5,000 copies for advertising, in the Chicagoland area over a period of two years.)
- C:5. Have you ever worked with a graphic designer?
- C:6. Do you have a budget set for this piece? (Includes time, money and commitment) What is it?
- C:7. Do you have a projected go live date for this piece?
- C:8. Who is responsible for reviewing and approving intermediate drafts and the final logo artwork?
- C:9. Are there existing visual assets (logos, photos, copy, illustration, etc.) that might be used in this piece?
- C:10. Do you feel that this piece will require custom writing, photography or illustration?
- C:11. What do you hope to achieve with this piece? What do you want to communicate to the audience?
- C:12. What would constitute a successful project? What are the expectations?

D: IN ADDITION

We will need you to supply us with the following.

- D:1. Any logos which you would like to include in the piece.
- D:2. Any photographs you would like us to consider in the piece.
- D:3. Any illustrations you would like us to consider in the piece.
- D:4. All the text copy you wish to include. Includes headlines, sub-heads, body and tags.
- D:5. Please list any do's or do not's for this project.
- D:6. Please add any additional thoughts you may have.

All logos, photographs, illustrations and other visual assets if any must be provided in appropriate file formats and be of acceptable resolution for professional reproduction. All copy must be provided in either Microsoft Word (.doc) files, Microsoft Rich Text Format (.rtf) files or ASCII Text (.txt) files. The copy should not be formatted. (No tables, bolding, italics, etc.)

Please use question numbers in your responses. Thank you.